Federal State-Funded Educational Institution of Higher Education «Financial University under the Government of the Russian Federation» (Financial University)

Faculty «Higher School of Management»

Department of marketing

REPORT

of on-the-job practical training

(specify the type/ types of practical)

Major/concentration 38.03.02. Management

(code of major/concentration)

Program /major «Bachelor of Business Administration (ВВА)» (Marketing Management)

(name)

Made by:

student of \_\_\_ year \_\_\_\_ student group\_\_\_\_

(signature) (full name)

Agreed:

The practical training supervisor

representing the organization:

(job title) (full name)

(signature)

LS

Moscow – 20 \_\_

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## Introduction

Me, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, student of the \_ \_ \_ year of the Bachelor's degree program "Marketing Management" of the Faculty "Higher School of Management" of the Financial University under the Government of the Russian Federation, in the period from \_\_\_\_\_ \_ \_ \_ \_ \_ \_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_ He completed производственнуюan internship in the Limited Liability Company\_ \_ \_ \_ \_» (LLC\_\_\_\_\_). Head of the practice from the organization – Head of the marketing department Ivanov Andrey Ivanov. Head of the practice from the Financial University - Candidate of Economic Sciences, Associate Professor \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_..

Производственная пIndustrial practice is one of the most important components of the educational process, it is aimed at transferring the acquired knowledge and skills from the field of theory to the field of everyday professional activity, developing analytical abilities, and making independent decisions in the process of implementing official powers. Industrial practice helps to realize the correctness of the professional choice made, checks the assimilation of theoretical knowledge acquired during university studies.

The purpose of passing an industrial internship is to systematize, generalize, consolidate, and deepen practical knowledge and skills acquired during the development of the Marketing educational program in the Management direction, as well as to implement theoretical knowledge obtained during the development of academic disciplines in practice. Common tasks during the internship are:

1. collection and systematization of information on key customers of the organization;
2. analysis of the organization's competitive environment.
3. research of the organization's marketing management process организацииand determination of its effectiveness;
4. Participation in the implementation of the organization's marketing strategy
5. Making suggestions for improving the marketing management process ООО «of \_\_\_\_\_\_LLC»

## Systematization of information on key customers of \_\_\_\_\_LLC»

## Analysis of the competitive environment ООО «of \_\_\_LLC»

## Research of the marketing activity management process of\_ \_ \_ \_ \_ \_ \_LLC and evaluation of its effectiveness

## Suggestions for improving the marketing management process of Inpolus LLC

## Conclusion

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## Appendices

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